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1983 SUNDAY/WEEKEND NEWSPAPER READERSHIP DEMOGRAPHIC TABLES

FOR TOTAL UNITED STATES, TOP 100 METROS and TOP 100 DMAs

Simmons Market Research Bureau

Newspaper Advertising Bureau, Inc., 485 Lexington Avenue, New York, New York 10017

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HOW TO READ THESE TABLES

The tables in this report detail the demographic characteristics of the Sunday/weekend newspaper audience on an average weekend, by three geographic measures: the total United States, excluding Alaska and Hawaii; the 100 largest Metropolitan Statistical Areas (54.2% of the total adult population); and the 100 largest Designated Market Areas (81.2% of the total adult population).

Under each geographic heading, the first column on the left shows the total adult population in thousands. For example, the first table (Total adults, by sex) indicates that there are 164,927,000 adults in the United States.

The second column under "Total United States" shows that the average Sunday/weekend audience of the newspaper is 108,352,000 adults, and that this represents 66% of the total adult population. In other words, this is the net reach of the Sunday/weekend newspaper on an average weekend, expressed as a number and a percent.

The third column headed "Gross Imp/GRP's" takes into account those adults who read more than one Sunday/weekend newspaper on a given weekend. The top figure in this column shows that on an average weekend the Sunday/weekend newspaper generates 123,141,000 gross impressions. The bottom figure shows that this is equivalent to 75 gross rating points (or impressions per 100 people). The GRP's for any number of Sundays can be determined by multiplying that number by the one-time figure. For example, the GRP's generated over any four weekends is equal to 4 x 75, or 304 GRP's.

The source for all figures shown is the 1983 Study of Media and Markets by Simmons Market Research Bureau.

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(TOTAL ADULTS, BY SEX)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
TOTAL ADULTS	164927	108352 66%	123141 75	89379	63358 71%	71941 80	133963	91247 68%	104045 78
MALES	78156	52126 67%	60077 77	42192	30574 72%	35311 84	63540	43968 69%	50892 80
FEMALES	86771	56226 65%	63064 73	47187	32784 69%	36630 78	70423	47278 67%	53153 75

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(TOTAL ADULTS, BY AGE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
AGE 18-24	28686	17974 63%	20133 70	17657	11997 68%	13358 76	24152	15834 66%	17704 73
AGE 25-34	38660	24298 63%	27340 71	21459	14639 68%	16521 77	31437	20477 65%	23142 74
AGE 35-44	27652	19223 70%	21931 79	15309	11217 73%	12756 83	22817	16210 71%	18609 82
AGE 45-54	22514	15959 71%	18490 82	12665	9509 75%	11037 87	18658	13731 74%	15994 86
AGE 55-64	21892	15453 71%	18001 82	11125	8700 78%	10220 92	17059	12380 73%	14491 85
AGE 65+	25524	15445 61%	17246 68	11164	7295 65%	8047 72	19840	12615 64%	14105 71

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(MALES, BY AGE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
AGE 18-24	14060	8995 64%	10315 73	8768	6113 70%	6974 80	12041	8112 67%	9350 78
AGE 25-34	19254	12139 63%	13817 72	10480	7248 69%	8327 79	15771	10350 66%	11827 75
AGE 35-44	13432	9545 71%	10915 81	7299	5426 74%	6180 85	11179	8041 72%	9250 83
AGE 45-54	10805	7650 71%	8984 83	6150	4765 77%	5602 91	8825	6586 75%	7789 88
AGE 55-64	10127	7064 70%	8425 83	4896	3804 78%	4611 94	7672	5487 72%	6558 85
AGE 65+	10479	6732 64%	7621 73	4600	3217 70%	3617 79	8053	5393 67%	6118 76

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(FEMALES, BY AGE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
AGE 18-24	14625	8978 61%	9818 67	8889	5884 66%	6384 72	12111	7721 64%	8354 69
AGE 25-34	19405	12159 63%	13523 70	10980	7391 67%	8194 75	15666	10128 65%	11315 72
AGE 35-44	14220	9678 68%	11015 77	8010	5791 72%	6577 82	11637	8170 70%	9359 80
AGE 45-54	11709	8309 71%	9506 81	6515	4744 73%	5435 83	9834	7145 73%	8205 83
AGE 55-64	11766	8389 71%	9576 81	6229	4896 79%	5609 90	9388	6893 73%	7933 85
AGE 65+	15045	8713 58%	9625 64	6564	4078 62%	4431 68	11787	7222 61%	7987 68

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(TOTAL ADULTS, BY EDUCATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SOME HIGH SCHOOL OR LESS	46080	23368 51%	25187 55	21597	12106 56%	12936 60	35381	18869 53%	20368 58
HIGH SCHOOL GRADUATE	65755	44513 68%	49829 76	35053	25451 73%	28582 82	53582	37510 70%	42144 79
ONE TO THREE YEARS COLLEGE	27231	19929 73%	23388 86	16099	12367 77%	14567 90	22926	17183 75%	20303 89
COLLEGE GRADUATE	25861	20541 79%	24737 96	16630	13434 81%	15855 95	22074	17684 80%	21230 96

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(MALES, BY EDUCATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SOME HIGH SCHOOL OR LESS	21527	11035	11976	10145	5798	6228	16667	8967	9673
		51%	55		57%	61		54%	58
HIGH SCHOOL GRADUATE	28580	19197	21713	14449	10601	12037	22742	15846	18008
		67%	76		73%	83		70%	79
ONE TO THREE YEARS COLLEGE	13231	9883	11778	7955	6229	7513	11415	8707	10492
		75%	89		78%	94		76%	92
COLLEGE GRADUATE	14819	12011	14680	9644	7946	9533	12716	10448	12719
		81%	99		82%	99		P?%	100

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(FEMALES, BY EDUCATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SOME HIGH SCHOOL OR LESS	24553	12333	13281	11453	6308	6708	18714	9901	10695
		50%	54		55%	59		53%	57
HIGH SCHOOL GRADUATE	37175	25316	28116	20604	14850	16545	30840	21665	24136
		68%	76		72%	80		70%	78
ONE TO THREE YEARS COLLEGE	14000	10047	11610	8144	6138	7054	11511	8476	9811
		72%	83		75%	87		74%	85
COLLEGE GRADUATE	11042	8530	10057	6986	5488	6322	9358	7236	8511
		77%	91		79%	90		77%	91

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(TOTAL ADULTS, BY HOUSEHOLD INCOME)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
$35,000 & OVER	39937	31683 79%	37784 95	26112	21530 82%	25588 98	35084	28265 81%	33869 97
$25,000-$34,999	29084	21458 74%	24731 85	16498	12371 75%	14111 86	23816	17771 75%	20534 86
$20,000-$24,999	19541	13228 68%	14830 76	9811	6987 71%	7812 80	15569	10821 70%	12176 78
$15,000-$19,999	17519	11152 64%	12316 70	8933	6089 68%	6612 74	13373	8731 65%	9572 72
$10,000-$14,999	25410	15084 59%	16442 65	12893	8089 63%	8898 69	20326	12533 62%	13754 68
UNDER $10,000	33437	15747 47%	17038 51	15132	8293 55%	8919 59	25794	13125 51%	14140 55

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(MALES, BY HOUSEHOLD INCOME)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
$35,000 & OVER	20416	16387 80%	19757 97	13412	11056 82%	13351 100	17755	14484 82%	17580 99
$25,000-$34,999	14996	11118 74%	12997 87	7972	6072 76%	7047 88	12143	9169 76%	10680 88
$20,000-$24,999	9539	6522 68%	7501 79	4801	3533 74%	4005 83	7673	5366 70%	6211 81
$15,000-$19,999	8711	5425 62%	6015 69	4343	2962 68%	3250 75	6722	4284 64%	4761 71
$10,000-$14,999	11440	6727 59%	7306 64	5852	3738 64%	4131 71	9103	5664 62%	6206 68
UNDER $10,000	13055	5946 46%	6501 50	5813	3213 55%	3526 61	10144	5002 49%	5453 54

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(FEMALES, BY HOUSEHOLD INCOME)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
$35,000 & OVER	19521	15296 78%	18027 92	12700	10474 82%	12237 96	17329	13782 80%	16288 94
$25,000-$34,999	14088	10340 73%	11734 83	8526	6298 74%	7063 83	11674	8602 74%	9854 84
$20,000-$24,999	10002	6706 67%	7329 73	5010	3453 69%	3807 76	7896	5455 69%	5965 76
$15,000-$19,999	8808	5727 65%	6301 72	4591	3127 68%	3362 73	6651	4448 67%	4810 72
$10,000-$14,999	13970	8357 60%	9136 65	7041	4351 62%	4767 68	11223	6869 61%	7548 67
UNDER $10,000	20382	9801 48%	10537 52	9319	5079 55%	5393 58	15650	8123 52%	8688 56

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(TOTAL ADULTS, BY EMPLOYMENT STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
EMPLOYED	96061	65831	75632	54247	39694	45688	79227	55814	64389
		69%	79		73%	84		70%	81
FULL TIME	82854	56684	64876	46529	33899	38834	68322	47936	55022
		68%	78		73%	83		70%	81
PART TIME	13207	9147	10757	7717	5795	6854	10904	7879	9368
		69%	81		75%	89		72%	86
NOT EMPLOYED	68866	42521	47509	35132	23664	26253	54736	35432	39656
		62%	69		67%	75		65%	72

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(MALES, BY EMPLOYMENT STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
EMPLOYED	54185	37247	43386	29959	22167	25963	44405	31488	36896
		69%	80		74%	87		71%	83
FULL TIME	50248	34562	40081	27481	20290	23626	40999	29070	33873
		69%	80		74%	86		71%	83
PART TIME	3936	2686	3305	2478	1878	2338	3406	2418	3023
		68%	84		76%	94		71%	89
NOT EMPLOYED	23972	14879	16691	12233	8407	9348	19135	12480	13996
		62%	70		69%	76		65%	73

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(FEMALES, BY EMPLOYMENT STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
EMPLOYED	41876	28583	32246	24287	17527	19725	34821	24326	27493
		68%	77		72%	81		70%	79
FULL TIME	32606	22122	24794	19048	13609	15208	27323	18866	21149
		68%	76		71%	80		69%	77
PART TIME	9270	6461	7452	5239	3917	4516	7498	5460	6344
		70%	80		75%	86		73%	85
NOT EMPLOYED	44894	27643	30818	22900	15257	16905	35601	22952	25660
		62%	69		67%	74		64%	72

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(TOTAL ADULTS, BY OCCUPATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
PROFESSIONAL, MANAGER	27537	21370	25334	17264	13882	16391	23563	18619	22090
		78%	92		80%	95		79%	94
CLERICAL, SALES	26625	19026	22035	15565	11623	13359	22320	16165	18845
		71%	83		75%	86		72%	84
CRAFTSMEN, FOREMEN	12051	7685	8329	6521	4500	4868	10047	6560	7080
		64%	69		69%	75		65%	70
OTHER EMPLOYED	29848	17750	19935	14896	9689	11070	23296	14470	16375
		59%	67		65%	74		62%	70

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(MALES, BY OCCUPATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
PROFESSIONAL, MANAGER	16027	12717 79%	15319 96	10290	8442 82%	10140 99	13806	11234 81%	13545 98
CLERICAL, SALES	9122	6661 73%	8143 89	5038	3860 77%	4692 93	7613	5585 73%	6908 91
CRAFTSMEN, FOREMEN	11108	7145 64%	7747 70	5876	4122 70%	4468 76	9189	6073 66%	6564 71
OTHER EMPLOYED	17927	10725 60%	12177 68	8756	5743 66%	6664 76	13798	8597 62%	9879 72

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(FEMALES, BY OCCUPATION)

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	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
PROFESSIONAL, MANAGER	11510	8653	10014	6974	5440	6251	9758	7385	8544
		75%	87		78%	90		76%	88
CLERICAL, SALES	17503	12365	13892	10528	7763	8666	14707	10580	11937
		71%	79		74%	82		72%	81
OTHER EMPLOYED	12864	7565	8340	6785	4324	4807	10357	6361	7012
		59%	65		64%	71		61%	68

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(TOTAL ADULTS, BY MARITAL STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SINGLE	33826	22699 67%	25966 77	21986	15598 71%	17712 81	29376	20312 69%	23116 79
MARRIED	102816	69179 67%	78661 77	51997	37878 73%	43133 83	81586	56845 70%	65046 80
WIDOWED, DIVORCED, SEPARATED	28285	16474 58%	18513 65	15396	9882 64%	11096 72	23001	14090 61%	15882 69

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(MALES, BY MARITAL STATUS)

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SINGLE	18840	12818 68%	14917 79	12406	8886 72%	10336 83	16546	11589 70%	13495 82
MARRIED	51415	34711 68%	39712 77	25231	18824 75%	21578 86	40482	28404 70%	32664 81
WIDOWED, DIVORCED, SEPARATED	7902	4597 58%	5448 69	4556	2864 63%	3397 75	6512	3976 61%	4734 73

SOURCE: 1983 SMRB SMM

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(FEMALES, BY MARITAL STATUS)

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	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SINGLE	14986	9881	11049	9581	6712	7376	12831	8723	9622
		66%	74		70%	77		68%	75
MARRIED	51401	34467	38949	26766	19055	21554	41103	28441	32383
		67%	76		71%	81		69%	79
WIDOWED, DIVORCED, SEPARATED	20383	11877	13066	10839	7017	7700	16489	10114	11149
		58%	64		65%	71		61%	68

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(TOTAL ADULTS, BY NUMBER OF PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
ONE OR TWO PEOPLE IN HOUSEHOLD	71176	45211 64%	51147 72	36688	25245 69%	29436 78	56835	37392 66%	42470 75
THREE OR FOUR PEOPLE IN HOUSEHOLD	63976	43496 68%	49611 78	35364	25917 73%	29654 84	52447	37033 71%	42370 81
FIVE OR MORE PEOPLE IN HOUSEHOLD	29775	19645 66%	22383 75	17327	12195 70%	13850 80	24681	16822 68%	19205 78

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(MALES, BY NUMBER OF PEOPLE IN HOUSEHOLD)

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ONE OR TWO PEOPLE IN HOUSEHOLD	32346	20939 65%	24122 75	17016	12036 71%	13771 81	26082	17478 67%	20240 78
THREE OR FOUR PEOPLE IN HOUSEHOLD	31130	21373 69%	24574 79	16944	12567 74%	14551 86	25191	18063 72%	20793 83
FIVE OR MORE PEOPLE IN HOUSEHOLD	14680	9814 67%	11381 78	8232	5972 73%	6989 85	12267	8427 69%	9860 80

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(FEMALES, BY NUMBER OF PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
ONE OR TWO PEOPLE IN HOUSEHOLD	38830	24272	27025	19672	13209	14665	30753	19914	22231
		63%	70		67%	75		65%	72
THREE OR FOUR PEOPLE IN HOUSEHOLD	32845	22123	25037	18420	13351	15104	27256	18969	21577
		67%	76		72%	82		70%	79
FIVE OR MORE PEOPLE IN HOUSEHOLD	15095	9831	11002	9095	6224	6861	12414	8395	9345
		65%	73		68%	75		68%	75

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(TOTAL ADULTS, BY RACE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
WHITE	143976	96279 67%	110085 76	75193	54512 72%	62262 83	116311	80553 69%	92422 79
BLACK	17832	10532 59%	11455 64	11764	7576 64%	8352 71	14827	9271 63%	10141 68
OTHER	3119	1541 49%	1601 51	2422	1270 52%	1327 55	2825	1422 50%	1482 52

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(MALES, BY RACE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
WHITE	68708	46606	54085	35727	26482	30822	55514	39038	45509
		68%	79		74%	86		70%	82
BLACK	7899	4697	5129	5219	3384	3744	6621	4148	4561
		59%	65		65%	72		63%	69
OTHER	1550	823	863	1246	708	745	1406	782	822
		53%	56		57%	60		56%	58

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(FEMALES, BY RACE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
WHITE	75268	49673 66%	56000 74	39465	28030 71%	31440 80	60797	41515 68%	46913 77
BLACK	9934	5835 59%	6326 64	6545	4192 64%	4608 70	8206	5123 62%	5580 68
OTHER	1569	718 46%	738 47	1177	561 48%	582 49	1420	640 45%	660 46

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(TOTAL ADULTS, BY CENSUS REGION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
NORTHEAST	36530	28231 77%	34515 94	23090	18510 80%	22379 97	33544	26251 78%	31992 95
NORTH CENTRAL	41959	28671 68%	32249 77	21515	16448 76%	18462 86	29640	21956 74%	24942 84
SOUTH	55918	32430 58%	34933 62	23732	15012 63%	16197 68	45333	27345 60%	29496 65
WEST	30520	19020 62%	21444 70	21042	13388 64%	14902 71	25446	15695 62%	17616 69

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(MALES, BY CENSUS REGION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
NORTHEAST	17162	13313 78%	16576 97	10751	8649 80%	10765 100	15723	12316 78%	15316 97
NORTH CENTRAL	20009	13704 68%	15511 78	10350	7882 76%	8966 87	14214	10500 74%	12067 85
SOUTH	26220	15521 59%	16919 65	10977	7207 66%	7865 72	21400	13266 62%	14493 68
WEST	14766	9588 65%	11072 75	10114	6836 68%	7715 76	12203	7886 65%	9016 74

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(FEMALES, BY CENSUS REGION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
NORTHEAST	19368	14918 77%	17940 93	12339	9860 80%	11614 94	17821	13935 78%	16676 94
NORTH CENTRAL	21950	14967 68%	16738 76	11166	8566 77%	9496 85	15425	11456 74%	12874 83
SOUTH	29698	16910 57%	18014 61	12755	7805 61%	8332 65	23933	14079 59%	15003 63
WEST	15754	9432 60%	10373 66	10927	6552 60%	7187 66	13243	7809 59%	8600 65

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(TOTAL ADULTS, BY LOCALITY TYPE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
METROPOLITAN CENTRAL CITY	49257	35357 72%	38559 78	37189	26239 71%	28736 77	43400	31236 72%	34116 79
SUBURBAN	75633	53481 71%	61944 82	51127	37100 73%	43185 84	70184	50003 71%	57995 83
NON-METROPOLITAN	40037	19514 49%	22638 57	1063*	19** 2%	19** 2	20380	10008 49%	11934 59

*DATA UNRELIABLE BECAUSE OF RELATIVELY SMALL BASE.
**EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(MALES, BY LOCALITY TYPE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
METROPOLITAN CENTRAL CITY	22886	16764	18362	17175	12440	13661	20092	14812	16215
		73%	80		72%	80		74%	81
SUBURBAN	36530	26281	31153	24597	18125	21641	33835	24520	29077
		72%	85		74%	88		72%	86
NON-METROPOLITAN	18741	9081	10563	420**	9**	9**	9613	4637	5600
		48%	56		2%	2		48%	58

**EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.

AVERAGE SUNDAY/WEEKEND NEWSPAPER READERSHIP

(FEMALES, BY LOCALITY TYPE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
METROPOLITAN CENTRAL CITY	26371	18593 71%	20197 77	20014	13798 69%	15075 75	23308	16425 70%	17901 77
SUBURBAN	39103	27200 70%	30792 79	26530	18975 72%	21544 81	36348	25483 70%	28918 80
NON-METROPOLITAN	21296	10433 49%	12075 57	643**	11** 2%	11** 2	10767	5371 50%	6334 59

**EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.

1984 SUNDAY/WEEKEND NEWSPAPER READERSHIP DEMOGRAPHIC TABLES

FOR TOTAL UNITED STATES, TOP 100 METROS AND TOP 100 DMAs

Simmons Market Research Bureau

Newspaper Advertising Bureau, Inc., 1180 Avenue of the Americas, New York, NY 10036

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HOW TO READ THESE TABLES

The tables in this report detail the demographic characteristics of the Sunday/weekend newspaper audience by three geographic measures: the total United States, excluding Alaska and Hawaii; the 100 largest Metropolitan Statistical Areas (56.9% of the total adult population); and the 100 largest Designated Market Areas (83.4% of the total adult population).

Under each geographic heading, the first column on the left shows the total adult population, in thousands. For example, the first table (total adults, by sex) shows that there are 167,727,000 adults in the United States.

The second column under "Total United States" shows that the average Sunday/weekend newspaper audience is 109,661,000 adults, and that this represents 65% of the total adult population. In other words, this is the net reach of the Sunday/weekend newspaper on an average weekend, expressed as a number and a percentage.

The third column headed "Gross Imp/GRP's" takes into account those adults who read more than one Sunday/weekend newspaper. The top figure in this column shows that on an average Sunday/weekend the newspaper generates 125,595,000 gross impressions. The bottom figure shows that this is equivalent to 75 gross rating points (or impressions per 100 people). The GRP's for any number of Sunday/weekends can be determined by multiplying that number by the one-time figure. For example, the GRP's generated for total adults over any four Sunday/weekends is 4 x 75, or 300 GRP's.

The source for all figures shown is the 1984 Study of Media and Markets by Simmons Market Research Bureau.

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY SEX)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
TOTAL ADULTS	167727	109661 65%	125595 75	95369	69827 73%	80224 84	139887	94933 68%	109158 78
MALES	79263	51929 66%	60046 76	44825	32945 73%	38215 85	66076	44792 68%	52079 79
FEMALES	88464	57732 65%	65549 74	50544	36882 73%	42009 83	73810	50141 68%	57079 77

SOURCE: 1984 SMRB SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY AGE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
AGE 18-24	28671	18104	20499	17734	12305	13826	24999	16388	18570
		63%	71		69%	78		66%	74
AGE 25-34	39536	25312	28031	23412	16607	18442	33519	21973	24390
		64%	71		71%	79		66%	73
AGE 35-44	28978	20089	23128	17016	13117	15107	24189	17348	20045
		69%	80		77%	89		72%	83
AGE 45-54	22345	15656	18772	12614	9661	11640	18551	13441	16217
		70%	84		77%	92		72%	87
AGE 55-64	22224	15501	18205	12325	9745	11643	18604	13489	15943
		70%	82		79%	94		73%	86
AGE 65+	25973	14999	16959	12268	8393	9567	20026	12295	13994
		58%	65		68%	78		61%	70

SOURCE: 1984 SMRB SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES, BY AGE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
AGE 18-24	13945	8754 63%	10020 72	8541	5938 70%	6704 78	12216	8018 66%	9164 75
AGE 25-34	19334	12438 64%	13889 72	11425	8184 72%	9189 80	16344	10803 66%	12092 74
AGE 35-44	14196	9762 69%	11230 79	8207	6285 77%	7241 88	11753	8280 70%	9583 82
AGE 45-54	10896	7667 70%	9412 86	6030	4662 77%	5736 95	9056	6561 72%	8149 90
AGE 55-64	10378	7188 69%	8526 82	5753	4439 77%	5394 94	8733	6134 70%	7337 84
AGE 65+	10514	6120 58%	6969 66	4869	3438 71%	3951 81	7976	4997 63%	5754 72

SOURCE: 1984 SMRB SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES, BY AGE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
AGE 18-24	14726	9350 63%	10479 71	9193	6367 69%	7122 77	12784	8370 65%	9406 74
AGE 25-34	20202	12875 64%	14143 70	11986	8423 70%	9254 77	17175	11170 65%	12297 72
AGE 35-44	14781	10327 70%	11899 81	8809	6832 78%	7866 89	12436	9068 73%	10462 84
AGE 45-54	11449	7989 70%	9360 82	6584	4999 76%	5904 90	9494	6880 72%	8068 85
AGE 55-64	11846	8313 70%	9679 82	6572	5306 81%	6248 95	9871	7355 75%	8606 87
AGE 65+	15459	8879 57%	9990 65	7399	4955 67%	5615 76	12050	7298 61%	8240 68

SOURCE: 1984 SMRB SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY EDUCATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SOME HIGH SCHOOL OR LESS	45195	22282 49%	24327 54	21680	12732 59%	14060 65	36066	18816 52%	20633 57
HIGH SCHOOL GRADUATE	59878	39691 66%	44442 74	33607	25006 74%	27997 83	49861	34329 69%	38606 77
ONE TO THREE YEARS COLLEGE	34562	25077 73%	29222 85	21005	16078 77%	18769 89	29107	21584 74%	25264 87
COLLEGE GRADUATE	28091	22612 80%	27604 98	19077	16012 84%	19398 102	24852	20205 81%	24657 99

SOURCE: 1984 SMRB SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES, BY EDUCATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SOME HIGH SCHOOL OR LESS	21061	10308 49%	11270 54	9781	5699 58%	6295 64	16590	8554 52%	9427 57
HIGH SCHOOL GRADUATE	26277	17047 65%	19282 73	14161	10428 74%	11845 84	21816	14622 67%	16644 76
ONE TO THREE YEARS COLLEGE	15943	11759 74%	13880 87	9976	7725 77%	9078 91	13490	10147 75%	12030 89
COLLEGE GRADUATE	15982	12815 80%	15614 98	10907	9094 83%	10997 101	14180	11469 81%	13978 99

SOURCE: 1984 SMRB SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES, BY EDUCATION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SOME HIGH SCHOOL OR LESS	24134	11973 50%	13057 54	11899	7033 59%	7764 65	19476	10262 53%	11206 58
HIGH SCHOOL GRADUATE	33602	22644 67%	25160 75	19446	14578 75%	16152 83	28045	19706 70%	21962 78
ONE TO THREE YEARS COLLEGE	18619	13318 72%	15342 82	11029	8353 76%	9692 88	15617	11437 73%	13233 85
COLLEGE GRADUATE	12110	9796 81%	11989 99	8170	6918 85%	8401 103	10672	8735 82%	10678 100

SOURCE: 1984 SMRB SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY HOUSEHOLD INCOME)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
$35,000 & OVER	45485	36640 81%	44302 97	30537	25468 83%	30961 101	40495	33123 82%	40192 99
$25,000-$34,999	30790	22161 72%	25030 81	18040	13925 77%	15527 86	26165	19145 73%	21649 83
$20,000-$24,999	18607	12534 67%	14061 76	10357	7605 73%	8453 82	15157	10420 69%	11724 77
$15,000-$19,999	17175	10623 62%	11627 68	9965	6768 68%	7409 74	14309	9134 64%	10022 70
$10,000-$14,999	24569	13474 55%	14929 61	13090	8406 64%	9450 72	20373	11547 57%	12859 63
UNDER $10,000	31101	14231 46%	15646 50	13380	7655 57%	8425 63	23388	11566 49%	12712 54

SOURCE: 1984 SMRB SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES, BY HOUSEHOLD INCOME)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
$35,000 & OVER	24327	19639 81%	23807 98	16308	13692 84%	16541 101	21538	17625 82%	21424 99
$25,000-$34,999	15532	10772 69%	12373 80	8637	6441 75%	7334 85	13013	9156 70%	10566 81
$20,000-$24,999	8664	5740 66%	6442 74	4743	3461 73%	3940 83	6975	4681 67%	5292 76
$15,000-$19,999	7964	4950 62%	5538 70	4531	3146 69%	3538 78	6477	4212 65%	4727 73
$10,000-$14,999	11093	5831 53%	6374 57	5908	3662 62%	4044 68	9309	5025 54%	5524 59
UNDER $10,000	11683	4997 43%	5512 47	4698	2542 54%	2817 60	8765	4093 47%	4547 52

SOURCE: 1984 SMRB SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES, BY HOUSEHOLD INCOME)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
$35,000 & OVER	21159	17000	20495	14230	11776	14420	18957	15497	18768
		80%	97		83%	101		82%	99
$25,000-$34,999	15258	11389	12657	9403	7484	8193	13152	9989	11083
		75%	83		80%	87		76%	84
$20,000-$24,999	9943	6794	7619	5614	4143	4513	8182	5738	6432
		68%	77		74%	80		70%	79
$15,000-$19,999	9211	5673	6089	5434	3622	3871	7832	4922	5295
		62%	66		67%	71		63%	68
$10,000-$14,999	13477	7642	8555	7182	4743	5405	11064	6522	7335
		57%	63		66%	75		59%	66
UNDER $10,000	19418	9235	10134	8681	5113	5608	14624	7473	8166
		48%	52		59%	65		51%	56

SOURCE: 1984 SMRB SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY EMPLOYMENT STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
EMPLOYED	100400	69307 69%	79775 79	60039	45105 75%	52009 87	85093	60334 71%	69712 82
FULL TIME	87773	60634 69%	69721 79	52566	39493 75%	45486 87	74679	52911 71%	61052 82
PART TIME	12627	8673 69%	10054 80	7473	5612 75%	6523 87	10413	7423 71%	8660 83
NOT EMPLOYED	67327	40355 60%	45820 68	35330	24722 70%	28216 80	54794	34599 63%	39447 72

SOURCE: 1984 SMRB SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES, BY EMPLOYMENT STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
EMPLOYED	56429	38420 68%	44555 79	33113	24835 75%	28832 87	47417	33260 70%	38746 82
FULL TIME	52316	35651 68%	41374 79	30531	22883 75%	26649 87	43938	30808 70%	35918 82
PART TIME	4113	2770 67%	3181 77	2583	1952 76%	2183 85	3480	2452 70%	2828 81
NOT EMPLOYED	22834	13509 59%	15491 68	11712	8110 69%	9383 80	18659	11533 62%	13333 71

SOURCE: 1984 SMRB SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES, BY EMPLOYMENT STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
EMPLOYED	43971	30887	35220	26925	20270	23176	37676	27074	30966
		70%	80		75%	86		72%	82
FULL TIME	35457	24983	28347	22036	16611	18837	30742	22103	25134
		70%	80		75%	85		72%	82
PART TIME	8514	5903	6874	4890	3659	4340	6934	4971	5831
		69%	81		75%	89		72%	84
NOT EMPLOYED	44494	26846	30329	23619	16612	18833	36135	23067	26113
		60%	68		70%	80		64%	72

SOURCE: 1984 SMRB SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY OCCUPATION)[a]

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
PROFESSIONAL, MANAGER	25845	20352 79%	24650 95	17051	14089 83%	16996 100	22451	17882 80%	21724 97
CLERICAL, SALES	30895	22749 74%	25954 84	20339	15731 77%	17950 88	26987	20373 75%	23323 86
CRAFTSMEN, FOREMEN	12629	8117 64%	9034 72	7189	5118 71%	5684 79	10718	7128 67%	7951 74
OTH EMPLOYED	31031	18089 58%	20138 65	15459	10167 66%	11379 74	24938	14951 60%	16714 67

SOURCE: 1984 SMRB SMM

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a) SMRB occupational categories for 1984 have been changed to reflect revisions made by the Bureau of the Census in 1980. Adults in technical occupations, formerly listed with the "professional, manager" group, are now included in the "clerical, sales" classification.

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES, BY OCCUPATION)[a]

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
PROFESSIONAL, MANAGER	15034	11787 78%	14434 96	9891	8171 83%	9942 101	13068	10351 79%	12719 97
CLERICAL, SALES	11255	8416 75%	9727 86	7490	5844 78%	6771 90	9723	7458 77%	8691 89
CRAFTSMEN, FOREMEN	11607	7437 64%	8307 72	6689	4733 71%	5265 79	9906	6555 66%	7332 74
OTHER EMPLOYED	18534	10781 58%	12086 65	9044	6087 67%	6854 76	14721	8896 60%	10004 68

SOURCE: 1984 SMRB SMM

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a) SMRB occupational categories for 1984 have been changed to reflect revisions made by the Bureau of the Census in 1980. Adults in technical occupations, formerly listed with the "professional, manager" group, are now included in the "clerical, sales" classification.

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES BY OCCUPATION)[a]

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
PROFESSIONAL, MANAGER	10811	8565 79%	10216 94	7160	5918 83%	7054 99	9383	7531 80%	9005 96
CLERICAL, SALES	19640	14334 73%	16226 83	12850	9887 77%	11179 87	17264	12915 75%	14632 85
OTHER EMPLOYED	13520	7988 59%	8778 65	6916	4466 65%	4944 71	11029	6628 60%	7330 66

SOURCE: 1984 SMRB SMM

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a) SMRB occupational categories for 1984 have been changed to reflect revisions made by the Bureau of the Census in 1980. Adults in technical occupations, formerly listed with the "professional, manager" group, are now included in the "clerical, sales" classification.

AVERAGE SUNDAY/WEEKEND READERSHIP

(OTAL ADULTS, BY MARITAL STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SINGLE	35557	23553 66%	27191 76	23597	16792 71%	19279 82	31560	21519 68%	24811 79
MARRIED	103585	69561 67%	79948 77	56341	42602 76%	49293 87	85217	59269 70%	68507 80
WIDOWED, DIVORCED, SEPARATED	28585	16548 58%	18455 65	15431	10433 68%	11653 76	23110	14146 61%	15840 69

SOURCE: 1984 SMRB SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES, BY MARITAL STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SINGLE	19562	12575 64%	14508 74	12719	8863 70%	10138 80	17285	11486 66%	13233 77
MARRIED	51896	34781 67%	40427 78	27859	21167 76%	24801 89	42554	29438 69%	34482 81
WIDOWED, DIVORCED, SEPARATED	7804	4573 59%	5111 65	4246	2915 69%	3277 77	6237	3869 62%	4364 70

SOURCE: 1984 SMRB SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES, BY MARITAL STATUS)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
SINGLE	15995	10978 69%	12683 79	10878	7930 73%	9140 84	14276	10033 70%	11578 81
MARRIED	51689	34779 67%	39522 76	28481	21435 75%	24492 86	42662	29831 70%	34025 80
WIDOWED, DIVORCED, SEPARATED	20780	11976 58%	13344 64	11185	7517 67%	8376 75	16873	10277 61%	11476 68

SOURCE: 1984 SMRB SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY NUMBER OF PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
ONE OR TWO PEOPLE IN HOUSEHOLD	71244	45299	51670	39937	28220	32271	58924	38812	44418
		64%	73		71%	81		66%	75
THREE OR FOUR PEOPLE IN HOUSEHOLD	66933	45622	52479	38775	29620	34207	56351	39938	46120
		68%	78		76%	88		71%	82
FIVE OR MORE PEOPLE IN HOUSEHOLD	29550	18741	21446	16656	11986	13746	24611	16184	18621
		63%	73		72%	83		66%	76

SOURCE: 1984 SMRB SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES, BY NUMBER OF PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
ONE OR TWO PEOPLE IN HOUSEHOLD	32211	20374 63%	23340 72	17880	12595 70%	14471 81	26742	17422 65%	20028 75
THREE OR FOUR PEOPLE IN HOUSEHOLD	32682	22461 69%	26118 80	19151	14645 76%	17106 89	27416	19544 71%	22866 83
FIVE OR MORE PEOPLE IN HOUSEHOLD	14370	9094 63%	10588 74	7793	5706 73%	6639 85	11919	7827 66%	9186 77

SOURCE: 1984 SMRB SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES, BY NUMBER OF PEOPLE IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
ONE OR TWO PEOPLE IN HOUSEHOLD	39033	24925	28330	22057	15626	17801	32183	21390	24390
		64%	73		71%	81		66%	76
THREE OR FOUR PEOPLE IN HOUSEHOLD	34251	23160	26362	19624	14976	17101	28935	20394	23254
		68%	77		76%	87		70%	80
FIVE OR MORE PEOPLE IN HOUSEHOLD	15180	9647	10857	8863	6280	7107	12692	8357	9435
		64%	72		71%	80		66%	74

SOURCE: 1984 SMRB SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY NUMBER OF EMPLOYED PERSONS IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
1 EMP. ADULT IN HOUSEHOLD	59197	38752	44253	33621	24536	28035	48993	33197	38111
		65%	75		73%	83		68%	78
2 EMP. ADULTS IN HOUSEHOLD	55026	37920	43277	32829	24613	28128	46983	33167	37949
		69%	79		75%	86		71%	81
3 EMP. ADULTS IN HOUSEHOLD	12899	9408	11079	8167	6440	7649	11324	8512	9995
		73%	86		79%	94		75%	88
4+ EMP. ADULTS IN HOUSEHOLD	5457	4153	5105	3798	3006	3579	4955	3851	4762
		76%	94		79%	94		78%	96

SOURCE: 1984 SMRB SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES, BY NUMBER OF EMPLOYED PERSONS IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
1 EMP. ADULT IN HOUSEHOLD	29242	19022	21834	16496	11858	13687	24148	16123	18688
		65%	75		72%	83		67%	77
2 EMP. ADULTS IN HOUSEHOLD	25998	18025	20774	15339	11712	13574	22198	15805	18234
		69%	80		76%	88		71%	82
3 EMP. ADULTS IN HOUSEHOLD	7062	5000	5885	4347	3378	3945	6070	4443	5182
		71%	83		78%	91		73%	85
4+ EMP. ADULTS IN HOUSEHOLD	2794	2067	2662	1882	1468	1779	2488	1904	2477
		74%	95		78%	95		77%	100

SOURCE: 1984 SMRB SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES, BY NUMBER OF EMPLOYED PERSONS IN HOUSEHOLD)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
1 EMP. ADULT IN HOUSEHOLD	29955	19730 66%	22419 75	17125	12678 74%	14348 84	24845	17074 69%	19422 78
2 EMP. ADULTS IN HOUSEHOLD	29028	19894 69%	22504 78	17490	12901 74%	14554 83	24786	17363 70%	19716 80
3 EMP. ADULTS IN HOUSEHOLD	5838	4408 76%	5194 89	3820	3061 80%	3704 97	5254	4069 77%	4813 92
4+ EMP. ADULTS IN HOUSEHOLD	2663	2086 78%	2444 92	1916	1538 80%	1801 94	2467	1947 79%	2285 93

SOURCE: 1984 SMRB SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY RACE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
WHITE	146081	97516 67%	111819 77	81683	60406 74%	69382 85	121408	83731 69%	96416 79
BLACK	17974	10333 57%	11819 66	10914	7838 72%	9143 84	14974	9451 63%	10868 73
OTHER	3672	1812 49%	1957 53	2772	1583 57%	1700 61	3504	1751 50%	1874 53

SOURCE: 1984 SMRB SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES, BY RACE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
WHITE	69658	46458	53793	38666	28670	33282	57910	39773	46329
		67%	77		74%	86		69%	80
BLACK	7909	4579	5262	4890	3515	4103	6571	4184	4838
		58%	67		72%	84		64%	74
OTHER	1696	892	991	1269	761	831	1595	836	912
		53%	58		60%	65		52%	57

SOURCE: 1984 SMRB SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES, BY RACE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
WHITE	76422	51058 67%	58026 76	43017	31736 74%	36100 84	63499	43958 69%	50088 79
BLACK	10066	5755 57%	6557 65	6024	4323 72%	5040 84	8403	5267 63%	6030 72
OTHER	1976	920 47%	966 49	1503	822 55%	869 58	1909	916 48%	962 50

SOURCE: 1984 SMRB SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY CENSUS REGION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
NORTHEAST	37005	28830 78%	35275 95	27076	21824 81%	26451 98	34282	26754 78%	32537 95
NORTH CENTRAL	42642	29564 69%	33923 80	21821	17404 80%	19981 92	32215	24368 76%	28317 88
SOUTH	56777	31119 55%	33521 59	25522	16899 66%	18318 72	45897	26597 58%	28809 63
WEST	31306	20148 64%	22875 73	20950	13700 65%	15475 74	27492	17215 63%	19496 71

SOURCE: 1984 SMRB SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES, BY CENSUS REGION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
NORTHEAST	17202	13493	16574	12467	10232	12424	15885	12519	15322
		78%	96		82%	100		79%	96
NORTH CENTRAL	20461	14076	16231	10318	8140	9374	15358	11545	13522
		69%	79		79%	91		75%	88
SOUTH	26695	14532	15819	12165	7896	8685	21864	12505	13681
		54%	59		65%	71		57%	63
WEST	14906	9829	11421	9875	6677	7732	12969	8223	9554
		66%	77		68%	78		63%	74

SOURCE: 1984 SMRB SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES, BY CENSUS REGION)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
NORTHEAST	19803	15338 77%	18701 94	14609	11592 79%	14027 96	18397	14234 77%	17215 94
NORTH CENTRAL	22181	15489 70%	17692 80	11502	9263 81%	10606 92	16857	12822 76%	14795 88
SOUTH	30082	16587 55%	17702 59	13358	9002 67%	9632 72	24033	14092 59%	15127 63
WEST	16398	10318 63%	11454 70	11075	7024 63%	7743 70	14523	8992 62%	9942 68

SOURCE: 1984 SMRB SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(TOTAL ADULTS, BY LOCALITY TYPE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
METROPOLITAN CENTRAL CITY	50014	35244 70%	39740 79	38055	27481 72%	30901 81	43891	31345 71%	35378 81
SUBURBAN	76832	55025 72%	63667 83	56387	42166 75%	49090 87	72871	52479 72%	60864 84
NON-METROPOLITAN	40881	19393 47%	22188 54	926	180* 19%	233 25	23125	11109 48%	12917 56

*DATA UNRELIABLE BECAUSE OF RELATIVELY SMALL BASE.

SOURCE: 1984 SMRB SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(MALES, BY LOCALITY TYPE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
METROPOLITAN CENTRAL CITY	23190	16393	18555	17661	12771	14414	20392	14479	16390
		71%	80		72%	82		71%	80
SUBURBAN	36920	26476	31031	26702	20111	23714	34935	25209	29663
		72%	84		75%	89		72%	85
NON-METROPOLITAN	19152	9061	10461	462**	63**	87**	10749	5105	6026
		47%	55		14%	19		47%	56

**EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.

SOURCE: 1984 SMRB SMM

AVERAGE SUNDAY/WEEKEND READERSHIP

(FEMALES, BY LOCALITY TYPE)

	TOTAL UNITED STATES			TOP 100 METROS			TOP 100 DMAS		
	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)	TOTALS	READ ANY YESTERDAY (IN 000'S)	GROSS IMP/ GRP'S (IN 000'S)
METROPOLITAN CENTRAL CITY	26825	18851	21185	20394	14710	16487	23499	16866	18988
		70%	79		72%	81		72%	81
SUBURBAN	39912	28549	32636	29685	22055	25376	37936	27270	31201
		72%	82		74%	85		72%	82
NON-METROPOLITAN	21728	10332	11727	465*	117**	146*	12376	6004	6891
		48%	54		25%	31		49%	56

*DATA UNRELIABLE BECAUSE OF RELATIVELY SMALL BASE.
**EXTREMELY SMALL SAMPLE BASE. SHOWN ONLY FOR COMPLETENESS.

SOURCE: 1984 SMRB SMM